

IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

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Roseville Interior Designer Lands Gig for National Show

Interior designer Tami Teel has been tapped to design the 99th and 100th episode of *House Crashers*, which will film locally in Orangevale and Lincoln. The shows are expected to air this spring. As a featured contributor to both *House Crashers* and *Bath Crashers*, Teel has appeared in more than 20 HGTV and DIY programs.

For more than 10 years, Teel and her design team, based in downtown Roseville, have provided interior design services for commercial and residential clients. Teel is known for integrating the outdoors with interior spaces, and drawing inspiration from modern, organic, and repurposed objects.

“Because people are now experiencing glimmers of a recovery [in the economy], the conversations now are about including an heirloom or repurposed pieces into the design, which makes the space that much more interesting and personal.”

For more information, call Tami Teel Designs at (916) 677-7021.



Local Moving Company Marks Rapid Growth



Auburn Moving Co., based in Newcastle, was started in 2005 by friends Rob Huckins and Sean Minor. Since then, the company has grown from four employees to 22, has moved from Huckins's garage to a 1000-sq.-ft. building to, now, a 10,000-sq.ft facility, and has won, last year, an award for largest commercial sales for American Red Ball World Wide Movers.

Huckins attributes the company's success to its employees. "Our employees like working for us, and it

shows in their work ethic," he said. "We also only use our full-time employees, not temps or contractors."

Huckins and Minor worked as movers just out of high school and got the idea they could start their own company. Minor stayed in the business; Huckins became a superintendent for a construction company. Over the years they would remind each other about starting a moving company, until one day about 15 years later, they said "Let's do it." The biggest challenge in starting, Huckins said, was "just taking that initial first step." Huckins now serves as CFO, Minor as CEO for their corporation.

In 2006, Auburn Moving Co. became an agent for American Red Ball World Wide Movers, which allows it to move people across state lines or across the country. Company inventory has grown to three semi-trucks, four bobtails, and numerous trailers. The owners have just added another salesperson and are looking to expand into military storage.

"I think we do a great job with excellent customer service," Huckins said. "We love the idea of helping people move into their dream, first, or larger home."

For more information, call Auburn Moving Co. at (530) 823-8685 or visit www.auburnmoving.com

Earthly Delights Boosts Online Presence & Outreach

Earthly Delights, a staple on the North Tahoe restaurant scene, has been serving locals and travelers since 1997. Seven years ago, the gourmet bakery-deli moved from downtown Truckee to the Village at Northstar. And now the business has launched EarthlyDelightsTahoe.com, designed to extend its reach.

Earthly Delights' menu caters to the needs of skiers and mountain bikers (grab and go gourmet sandwiches) as well as homeowners and vacation renters looking for an easy take-and-bake dinner (pizza, enchiladas, or lasagna.) The restaurant also provides catering and take-out

platters for any event. The everyday menu offers an array of vegetarian and gluten-free dishes. Signature dishes include grilled flank steak, pesto gorgonzola pasta, and Asian noodle salad.

Earthly Delights also has a gourmet grocery section and a wine bar, where wines are served by the glass, and spirits are available for purchase.

For details or to place an order of any size, call (530) 587-7793 or visit www.EarthlyDelightsTahoe.com



Tahoe Donner Cross Country Chosen as Host Venue for USAA SuperTour Finals - April 4-11, 2013

Tahoe Donner Cross Country Ski Center is proud to announce that it has been chosen as one of the host venues for the United States Ski & Snowboard Association (USSA) SuperTour Finals, a Nordic Olympic qualifying cross country race series, set for April 4 -11, with special Tahoe Donner festivities for two weeks surrounding the event.

The (USSA) SuperTour Finals and U.S. Distance Nationals are the premier cross country ski races in the country. The event is held annually each spring and features over 200 of the most talented cross country skiers in the world. Among the elite athletes scheduled to make an appearance is Kikkan Randall of the U.S. Ski Team, currently ranked second on the FIS World Cup tour.

"The SuperTour Finals is extremely prestigious," said Tahoe Donner Cross Country Ski Center manager Sally Jones. "This is the most exciting race event to hit the local Nordic scene since the 1960 Olympics at Squaw Valley. I encourage everyone to come out to watch how talented and fast these professional and amateur athletes can ski. The race course will be spectator-friendly and easily accessible on skis or snowshoes."

Tahoe Donner will be the main venue for the Tahoe SuperTour Finals, hosting the prologue on Thursday, April 4; the Classic 10- and 15-kilometer on Friday, April 5; the Women's Classic 15- and 30-kilometer on Wednesday,

April 10 and the Men's Classic 20- and 50-kilometer on Thursday, April 11.

The center will also host an array of daily events, including a welcome reception, an athlete speaker series, live music, BBQs, and specialized clinics such as the "Fast and Female" event, which gives local girls a unique opportunity to visit with and be inspired by world-class athletes from the U.S. Women's Cross Country ski team.

Without sponsors, the SuperTour event would not happen, and officials are seeking sponsors to help offset operational costs. This high-profile competition series will put Tahoe-Truckee businesses and the community directly in the eyes of winter sport enthusiasts, with media coverage internationally, nationally, and regionally. Those interested in sponsorship opportunities can call the Far West Nordic Ski Education Foundation at (530) 852-0879 or visit www.supertourfinals-tahoe2013.com/sponsors

Volunteers are needed to help with event operations. Those who volunteer will have a unique opportunity to work alongside some of the best athletes in the world and will earn event souvenirs and swag.

For more information, call Tahoe Donner Cross Country Ski Center at (530) 587-9400 or visit www.supertourfinals-tahoe2013.com



Calendar of Events

This calendar is a small sampling of the many events taking place throughout Placer County. Check with our office or a local newspaper for additional listings. We make every effort to insure that information is correct, but last-minute changes can occur. PLEASE CALL AHEAD TO VERIFY TIMES, DATES, AND LOCATIONS. To receive our next quarterly Calendar of Events, please send a self-addressed stamped envelope to California Welcome Center, 13411 Lincoln Way, Auburn, CA 95603

Foothills Farmers Markets

At 16 locations around the county. For addresses and times, call (530) 887-2111 or visit <http://www.foothillfarmersmarket.com/>

April

- **April 11 & June 13: Auburn Art Walk**, A free showcase of original artwork displayed in dozens of downtown and old town Auburn venues. Free shuttle. 6 – 9 p.m. For details, call (530) 885-5670
- **April 12, June 14: Colfax Art Walk 2013**, a free display of art in local shops and restaurants. Refreshments available. 3 – 8 p.m. For details, call (530) 346-8888.
- **April 20: Singer Songwriter John Smith** brings heart and real life storytelling to his beautiful music. At 7:30 p.m., Auburn Placer Performing Arts Center, State Theatre, in Auburn. For details and tickets, call (530) 885-0156.
- **April 21: SOARING Artful Sunday**. The artists of High Hand Gallery will be on hand to chat, answer questions, and introduce visitors to their art media. 2 to 5 p.m., High Hand Gallery, Loomis. For details, call (916) 259-4298.
- **April 21 – 28: Auburn Wild West Stampede Rodeo**, at Gold Country Fairgrounds, Auburn. For details, call (530) 889-BUCK.
- **April 27 – 28: 7th Annual Art & Chocolate Tour**, including venues in Roseville, Rocklin and Granite Bay. For details, visit www.artstudiotrek.com
- **April 14: Auburn Symphony at Mondavi**, “Musical Portraits,” featuring Michelle Kim, solo piano, and works by Mendelssohn, Musorgsky, and Ravel. 3 p.m, at the Mondavi Center, in Davis. For tickets and details, call (530) 823-6683 or visit www.auburnsymphony.com
- **April 20 – May 28: America’s ClayFest**, a juried show of ceramic art shown at the historic Gladding McBean Clay Factory, in Lincoln. The show draws entrants from across the country, Canada, South America, and Asia. For details, call (530) 885-5670.
- **April 27 & 28: Placer Ballet Theatre’s “Cinderella”** At Placer High School Theatre, Auburn. For details and tickets, call (916) 630-7820 or visit www.placertheatreballet.com

May

- **May 5: Cinco de Mayo**, including the Folklorico Dance Troupe, pony rides, piñatas for children, and more. 5 to 9 p.m. in Old Town Auburn. For details, call (530) 888-1585.
- **May - September: Cruise Nite**, a free classic car show on the streets of Downtown Auburn every second Friday, 6 - 9 p.m. For details, call (530) 878-7936.
- **May, June, July: Roseville Downtown Tuesday Nights**. Vernon Street in Downtown Roseville is filled with classic cars, food, a farmers market, vendors, and entertainment. For details, call (916) 786-2023 or visit www.downtownroseville.com
- **May 4: Kidzkount Presents a Multicultural Musical Festival**, a benefit for Head Start, features Maria Muldaur, Mary Youngblood, and the Saul Ravo Band. Several other local bands and acts open. 9 a.m. to 8 p.m. at Gold Country Fairgrounds, Auburn. For details, call (530) 305-6213.
- **May 4: Spring Green Festival**, celebrating sustainable practices such as alternative energy and solar heat. Starting at 8 a.m. at Sierra Vista Community Center, in Colfax. For details, call (530) 346-8726.
- **May 12 & 13: Berry Fest 2013**. Celebrating the local and organic strawberry harvest with contests, live entertainment, arts and crafts, farmers market. 10 a.m. to 6 p.m. at Placer County Fairgrounds, Roseville. For details, call (916) 786-2083.
- **May 17 - 19: Spring Home Show**. A thousand exhibits of beautifully landscaped vignettes showcased in natural settings -- everything needed for home and garden. Gold Country Fairgrounds, Auburn. For details, call (530) 887-3616. *(continued on page 6)*

COUNTY EXECUTIVE OFFICE

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Economic Development Board Spotlight: Clay Schmidt

“My role on the board is to bring the utility perspective,” said Clay Schmidt, a board member for a year and a half. “It is working to meld the programs and services that PG&E has to offer into the overall goals of economic development, and making sure that we help in whatever way we can.”

Schmidt grew up in the small west Marin community of Point Reyes Station. In 1981, after graduating with a degree in Mechanical Engineering from Cal Poly, San Luis Obispo, he joined PG&E in (then) small town Auburn, which seemed a perfect match. Receiving training in both energy conservation and new business electric and gas connections allowed him to see many parts of the company’s operations and to realize that he had a passion for customer service.

“In the early 80’s, even though people knew the term ‘energy conservation,’ many businesses were not aware of the financial impact simple things like turning off the lights or cleaning filters could have on their bottom line,” Schmidt said. “Sharing simple ideas that could save a business 20 percent or more on their electric or gas bill, was a fantastic feeling and a great job.”



More than three decades later, Schmidt is still responsible for making sure customers use energy efficiently. But now he does it by leading a team of 25 account executives in the Energy Solutions and Service department, who manage the business relationships with PG&E’s commercial, industrial, and agricultural customers from Cordelia (Anheuser Busch) to Donner Summit (Boreal). And now the team is charged with being a one-stop relationship manager for every business customer in the area, helping with everything from billing to reliability, renewable energy to power quality, and, of course, energy efficiency.

“The team of PG&E account managers we have in Placer County is truly the best in the PG&E system,” Schmidt notes. “They have a dedication and a sense of what customers need that is unparalleled. Each is a member of the community that they work in, and because of that, have the best interest of both the community and the customer in mind. I am truly privileged to work with them.”

Over the years, Clay has been involved with a variety of innovative programs for PG&E. In the late 80s he managed the construction of an automated demonstration home in Rocklin that gave PG&E and the building community insight into how “modern” electronics could be integrated into new construction.

“Twenty-five years ago we were experimenting with voice recognition, remote appliance control, and hourly energy monitoring of systems within homes. Today’s evolution of that technology can be found in most smart phone apps and in PG&E’s SmartMeter program.”

Outside of corporate life, Clay enjoys everything outdoors. Auburn provides him the opportunity to step outside his front door and to be hiking in the American River Canyon within 30 seconds. The canyon also provides a great training ground for one of Clay’s passions -- backpacking. Each year he takes a weeklong trip with a group of lifelong friends. Over the past 40 years, he has explored the Sierra, been to the top of Mt. Whitney three times, and hiked in Utah, Montana, and Wyoming.

“Being on the trail with everything you need to survive is a very spiritual experience. It allows me to put life in perspective and remember what’s most important.”

Schmidt also serves on the board of the West Sac Chamber of Commerce, and sits on several committees with SARTA, SACTO, Valley Vision, and the Sac Metro Chamber. He has attended the annual Cap 2 Cap trip several times, representing PG&E and the region on the green and clean technology committee, and also spent 10 years as a member of the Placer County Community Services Commission.

“Being a member of the Placer County business community for all of these years has been extremely satisfying,” he affirms. “Spending my career helping local businesses succeed, grow and operate more efficiently has been extremely rewarding. And now, working together with the other Economic Development Board members has allowed me to see the tremendous impact that a group of dedicated people can have on the community. It’s a great feeling to be part of the team.”



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Calendar of Events - (continued from page 4)

- **May 19: Spring Antiques Fair.** Collectibles from jewels to junk. On the streets of Old Town Auburn, 8 a.m. to 4 p.m. For details call (530) 888-1585.
 - **May 19: Best of Tahoe Chefs.** Participants will be wined and dined by Tahoe's top chefs at a "Hollywood Nights" event at the Ritz-Carlton, Lake Tahoe. A benefit for the Gene Upshaw Memorial Tahoe Forest Cancer Center Patient and Family Programs. Premier begins at 4:30 p.m. For tickets, visit <http://bestoftahoechefs.org/>
- #### June
- **June 1: 7th Annual Downtown Lincoln Classic Car Show.** Open to all 1972 and older American-made vehicles. Raffle, music food, vendors, fun. In historic downtown Lincoln. For details, call (916) 749-7468 or visit www.rodsnrelics.net
 - **June 14: 11th Annual Party in the Park.** Free outdoor concert event including music, food, beer and wine, kids' zone, crafts, information booths, and demonstrations. 5:30 to 10 p.m. at Auburn Recreation District's Regional Park, Auburn. For details, call (530) 863-4625 or visit <http://www.partyinthepark.net/>
 - **June 15: Auburn Family Night Out.** Family-oriented activities centered in Old Town Auburn. 5 p.m. - 8 p.m. (530) 823-3963.
 - **June 15 & 16: Fire & Steel Festival 2013.** Fire arts sculptures, fire spinners and dancers, live bands and DJs, food vendors 12 noon to 2 a.m. in downtown Colfax. For details call (916) 521-4489 or www.tinyurl.com/2013fire
 - **June 20 - 25: Placer County Fair.** Animals, rides, activities for all ages. Placer County Fairgrounds, 800 All America City Blvd., Roseville. For details, call (916) 786-2023 or visit www.placercountyfair.org
 - **June 22: Tahoe City Wine Walk.** Wine tasting and sampling delicious morsels from acclaimed Tahoe restaurants and caterers. Noon to 4 p.m. rain or shine. For details, visit www.tahoe-citywinewalk.com
 - **June 29 & 30: Western States 100-Mile Endurance Run,** the 40th annual run, starting at Squaw Valley and ending in Auburn. For details, call (916) 387-8796 or visit www.wser.org